

FAST WEEKLY PROGRAM AUDIENCE ESTIMATES

AUG. 26-SEPT. 1, 1985 2

New York Time					NIELSEN AVERAGE				New York Time					NIELSEN AVERAGE					
Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.	Program Name	Duration	Day	Ntwk		AUDIENCE		No. Sta.	Prog. Covg.		
					Households (000)	Share %								Households (000)	Share %				
EVENING																			
A TEAM	8:00	60	TUE.	N	12,140	14.3	25	210	98	MACGRUDER AND LOUD	10:00	60	TUE.	A	10,700	12.6	23	205	99
ABC BUSINESS BRIEF-WED	8:58	01	WED.	A	6,790	8.0	13	193	92	MAGNUM, P.I.	8:00	60	THU.	C	8,660	10.2	18	182	94
ABC BUSINESS BRIEF-FRI	8:17	01	FRI.	A	10,440	12.3	24	192	93	MR. BELVEDERE	8:30	30	FRI.	A	10,700	12.6	24	199	96
ABC NEWSBRIEF-MON	9:50	01	MON.	A	10,700	12.6	20	200	98	MOONLIGHTING	9:00	60	TUE.	A	13,330	15.7	26	204	99
ABC NEWSBRIEF-TUE	9:58	01	TUE.	A	12,140	14.3	24	185	94	MOTOWN REVUE	8:00	60	FRI.	N	5,600	6.6	15	178	93
ABC NEWSBRIEF-WED	9:58	01	WED.	A	9,250	10.9	17	187	93	MURDER, SHE WROTE	8:00	60	SUN.	C	11,210	13.2	26	188	95
ABC NEWSBRIEF-THU	9:58	01	THU.	A	9,850	11.6	19	169	90	NBC MONDAY NIGHT MOVIES	9:00	120	MON.	N	9,420	11.1	18	195	96
ABC NEWSBRIEF-FRI	9:58	01	FRI.	A	8,150	9.6	18	171	88	NBC NEWS DIGEST-M-F	8:58	01	M-TH	N	9,000	10.6	18	144	73
ABC NEWSBRIEF-SAT.	10:06	02	SAT.	A	10,270	12.1	23	188	93	NBC NEWS DIGEST-2-M-F	VAR	VAR	M & W	N	9,420	11.1	18	162	84
ABC NEWSBRIEF-SUN.	9:52	01	SUN.	A	8,910	10.5	19	173	92	NBC NEWS DIGEST-SAT	8:58	01	SAT.	N	5,520	6.5	13	145	75
ABC SPORTS UPDATE-SAT	8:58	01	SAT.	A	9,170	10.8	22	192	92	NBC NEWS DIGEST-M-F(B)	8:58	01	FRI.	N	4,500	5.3	10	134	63
ABC SPORTS UPDATE-SUN	8:59	01	SUN.	A	8,910	10.5	20	159	89	NBC NEWS DIGEST-SUN	8:58	01	SUN.	N	5,180	6.1	12	148	79
ABC SUNDAY NIGHT MOVIE	8:00	174	SUN.	A	9,000	10.6	20	156	89	NBC NIGHTLY NEWS-SAT.	6:30	30	SAT.	N	6,960	8.2	19	163	91
ABC THURSDAY NIGHT MOVIE	8:00	120	THU.	A	8,910	10.5	18	174	94	NBC NIGHTLY NEWS-SUN	6:30	30	SUN.	N	6,540	7.7	18	166	90
ABC WORLD NEWS TONIGHT	6:30	30	M-F	A	8,830	10.4	22	203	98	NBC NIGHTLY NEWS	6:30	30	M-F	N	7,470	8.8	18	200	97
ABC WRLD NEWS TONIGHT-SAT	6:30	30	SAT.	A	6,450	7.6	18	193	97	NBC SUNDAY NIGHT MOVIE	9:00	120	SUN.	N	6,540	7.7	14	163	85
ABC WRLD NEWS TONIGHT-SUN	6:30	30	SUN.	A	4,160	4.9	12	162	85	NEWHART	9:30	30	MON.	C	15,030	17.7	28	206	99
AIRWOLF	8:00	60	SAT.	C	7,560	8.9	19	169	89	NEWSBREAK-SUN.(B)	9:58	01	SUN.	C	7,730	9.1	16	133	76
AMERICAN PORTRAIT	VAR	01	MTUTH	C	9,930	11.7	19	194	96	NEWSBREAK-M-F	VAR	01	M-F	C	8,910	10.5	18	171	83
BENSON	9:00	30	FRI.	A	10,440	12.3	23	189	93	NEWSBREAK-SAT.	10:40	01	SAT.	C	7,980	9.4	18	196	94
BILL COSBY SHOW	8:00	30	THU.	N	18,170	21.4	38	193	98	NFL PRE-SEASON FTBL(S)	8:00	189	MON.	A	11,460	13.5	23	207	98
CAGNEY & LACEY	10:00	60	MON.	C	12,570	14.8	26	208	99	NFL PRE-SEAS FTBL-NBC-FRI(S)	9:00	165	FRI.	N	7,980	9.4	18	202	98
CBS EVENING NEWS-RATHER	6:30	30	M-F	C	9,250	10.9	23	206	98	NIGHT COURT	9:30	30	THU.	N	11,720	13.8	23	188	92
CBS EVENING NEWS-SUNDAY	6:00	30	SUN.	C	5,770	6.8	17	180	90	OCEANQUEST	8:00	60	SUN.	N	7,300	8.6	17	189	96
CBS NFL PRE-SEASON FTBL(S)	9:00	184	SAT.	C	8,570	10.1	20	200	98	OFF THE RACK	9:30	30	FRI.	A	9,080	10.7	20	185	92
CBS SAT. NEWS-SCHIEFFER	6:30	30	SAT.	C	5,940	7.0	17	170	90	OUR TIME	8:30	30	SAT.	N	6,880	8.1	17	180	93
CBS SPECIAL MOVIE PRESNT(S)	8:30	150	FRI.	C	8,660	10.2	19	204	99	PUFF-INCREDIBLE MR NOBODY(S)	8:00	30	FRI.	C	5,860	6.9	14	203	94
CBS TUESDAY NIGHT MOVIES	8:00	120	TUE.	C	7,050	8.3	14	198	97	PUNKY BREWSTER	7:00	30	SUN.	N	5,350	6.3	14	182	93
CBS WEDNESDAY NIGHT MOVIE	9:00	120	WED.	C	13,580	16.0	27	199	97	REMINGTON STEELE	10:00	60	TUE.	N	11,630	13.7	25	203	99
CHEERS	9:00	30	THU.	N	14,600	17.2	29	193	98	RIPLEY'S BELIEVE IT-NOT	7:00	60	SUN.	A	5,770	6.8	15	182	93
CRAZY LIKE A FOX	9:00	60	SUN.	C	9,680	11.4	21	142	84	RIPTIDE	9:00	60	TUE.	N	11,970	14.1	24	201	98
DIFF'RENT STROKES-SAT.	8:00	30	SAT.	N	7,980	9.4	20	183	94	ROCK'N ROLL SUMMER ACTION	8:00	60	WED.	A	6,710	7.9	14	201	98
DYNASTY	9:00	60	WED.	A	9,170	10.8	17	204	98	ST. ELSEWHERE	10:00	60	WED.	N	9,420	11.1	19	206	99
FACTS OF LIFE	9:00	60	WED.	N	13,920	16.4	26	196	97	SCARECROW & MRS. KING	8:00	60	MON.	C	12,820	15.1	26	205	98
FAMILY TIES	8:30	30	THU.	N	16,220	19.1	32	194	98	SILVER SPOONS	7:30	30	SUN.	N	6,540	7.7	16	183	93
GIMME A BREAK	9:00	30	SAT.	N	10,100	11.9	24	178	95	SIMON & SIMON	9:00	60	THU.	C	11,380	13.4	22	183	94
HEARTS ISLAND(S)	9:30	30	SAT.	N	9,080	10.7	21	180	93	60 MINUTES	7:00	60	SUN.	C	11,890	14.0	30	205	99
HIGHWAY TO HEAVEN	8:00	60	WED.	N	13,160	15.5	27	202	97	SPORTSBREAK-SAT	8:58	01	SAT.	C	7,560	8.9	19	188	91
HILL STREET BLUES	10:00	60	THU.	N	9,930	11.7	21	197	98	SPORTSBREAK-SUN	8:58	01	SUN.	C	10,360	12.2	23	185	92
HOMETOWN	10:00	60	THU.	C	10,190	12.0	21	195	97	T.J. HOOKER	8:00	60	SAT.	A	8,830	10.4	22	199	95
HOTEL	10:00	60	WED.	A	10,270	12.1	21	204	98	TV BLOOPERS & PRAC. JOKES	8:00	60	MON.	N	10,530	12.4	21	203	99
HUNTER	10:00	60	SAT.	N	9,340	11.0	21	186	92	THREE'S A CROWD	8:30	30	TUE.	A	12,820	15.1	26	198	96
I HAD THREE WIVES	8:00	60	WED.	C	10,360	12.2	22	202	98	TRAPPER JOHN, M.D.	10:00	60	SUN.	C	9,760	11.5	21	142	84
KATE & ALLIE	9:00	30	MON.	C	15,370	18.1	28	204	99	20/20	10:00	60	THU.	A	11,970	14.1	25	181	96
LOVE BOAT	9:00	120	SAT.	A	10,780	12.7	25	201	96	WEBSTER	8:00	30	FRI.	A	11,040	13.0	26	201	98

Δ Partial time interruption within program.

~ Excludes delays which occurred after the week covered by this report.

(S) Special or Preempting Program.

(B) Breakout due to coverage or change in telecast day.

<< Below Minimum Reporting Standards.

U.S. TV Households: 84,900,000

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(S) Special or Preempting Program. (B) Breakout due to coverage or change in telecast day.

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Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.		Program Name	New York Time			Ntwk	NIELSEN AVERAGE AUDIENCE			No. Sta.	Prog. Covg.	
	Duration	Day			Households (000)	%	Share %					Duration	Day			Households (000)	%	Share %			
WEEKEND DAYTIME (CONT)																					
BUGS BUNNY/ROAD RUNNER 1	10:00	30	SAT.	C	4,500	5.3	21	202	98		THIS WEEK-DAVID BRINKLEY	11:30	60	SUN.	A	3,140	3.7	12	187	97	
BUGS BUNNY/ROAD RUNNER 2	10:30	30	SAT.	C	5,350	6.3	23	201	99		TURBO TEEN	9:30	30	SAT.	A	3,140	3.7	16	203	99	
BUGS BUNNY/ROAD RUNNER 3	12:00	30	SAT.	C	3,740	4.4	15	166	83		+ U.S. AMATEUR GOLF CHAMP.(S)	4:30	90	SUN.	A	2,800	3.3	9	194	94	
CBS STORYBREAK	11:00	30	SAT.	C	5,350	6.3	22	200	98		+ US OPEN TENNIS-SAT(S)	12:30	330	SAT.	C	2,970	3.5	11	204	99	
DUNGEONS AND DRAGONS	9:30	30	SAT.	C	4,500	5.3	22	202	98		+ US OPEN TENNIS-SUN(S)	12:30	330	SUN.	C	3,650	4.3	13	206	99	
FACE THE NATION	10:30	30	SUN.	C	1,870	2.2	8	129	82		NUMBER OF PROGRAMS 55										
GET ALONG GANG	8:30	30	SAT.	C	3,400	4.0	22	200	97												
INCREDIBLE HULK	12:30	30	SAT.	N	3,230	3.8	15	114	69												
IN THE NEWS- 8.26AM	8:26	03	SAT.	C	2,120	2.5	18	191	93												
IN THE NEWS- 8.56AM	8:56	03	SAT.	C	3,570	4.2	22	199	97												
IN THE NEWS- 9.56AM	9:56	03	SAT.	C	4,410	5.2	22	201	98												
IN THE NEWS-11.56AM	11:56	03	SAT.	C	3,820	4.5	15	189	94												
IN THE NEWS-12.26PM	12:26	03	SAT.	C	3,650	4.3	14	165	82												
KIDD VIDEO	11:00	30	SAT.	N	4,250	5.0	18	177	89												
LAND OF THE LOST	11:30	30	SAT.	C	4,160	4.9	17	190	94												
LITTLES	11:30	30	SAT.	A	5,090	6.0	20	197	96												
MEET THE PRESS	12:30	30	SUN.	N	2,120	2.5	8	174	95												
MIGHTY ORBOTS	9:00	30	SAT.	A	3,650	4.3	19	202	99												
MR. T	11:30	30	SAT.	N	3,910	4.6	18	174	88												
MUPPET BABIES	9:00	30	SAT.	C	4,500	5.3	24	202	98												
NBC MAJOR LEAGUE PRE GAME	1:00	18	SAT.	N	3,820	4.5	16	196	98												
NBC MAJOR LEAGUE BASEBALL	1:18	201	SAT.	N	5,180	6.1	20	201	99												
NEW SCOOBY DOO MYSTERIES	10:30	30	SAT.	A	3,230	3.8	14	198	96												
ONE TO GROW ON-8:28AM	8:28	02	SAT.	N	2,630	3.1	22	191	95												
ONE TO GROW ON-8:58AM	8:58	02	SAT.	N	3,230	3.8	20	197	96												
ONE TO GROW ON-10:28AM	10:28	02	SAT.	N	5,520	6.5	25	202	99												
ONE TO GROW ON-10:58AM	10:58	02	SAT.	N	5,430	6.4	23	203	98												
ONE TO GROW ON-12:28PM	12:28	02	SAT.	N	3,060	3.6	13	142	76												
PINK PANTHER AND SONS	8:30	30	SAT.	N	2,630	3.1	17	198	97												
RUBIK, THE AMAZING CUBE	10:00	30	SAT.	A	3,230	3.8	15	202	98												
SCARY SCOOBY DOO FUNNIES	11:00	30	SAT.	A	4,330	5.1	18	193	95												
SCHOOLHOUSE ROCK-8:25AM	8:25	04	SAT.	A	2,120	2.5	18	192	97												
SCHOOLHOUSE ROCK-9:55AM	9:55	04	SAT.	A	2,800	3.3	14	203	99												
SCHOOLHOUSE ROCK-10:25AM	10:25	04	SAT.	A	3,310	3.9	15	202	98												
SCHOOLHOUSE ROCK-11:25AM	11:25	04	SAT.	A	4,330	5.1	18	193	94												
SMURFS I	9:00	30	SAT.	N	4,160	4.9	22	203	99												
SMURFS II	9:30	30	SAT.	N	5,260	6.2	26	203	99												
SMURFS III	10:00	30	SAT.	N	5,940	7.0	27	203	99												
SNORKS	8:00	30	SAT.	N	2,120	2.5	19	192	96												
SPIDERMAN AND FRIENDS	12:00	30	SAT.	N	3,230	3.8	13	142	76												
SPORTSWORLD	4:30	90	SUN.	N	3,060	3.6	10	187	95												
+ SPORTSWORLD-SPL EDITION(S)	4:39	51	SAT.	N	4,330	5.1	15	175	87												
SUNDAY MORNING	9:00	90	SUN.	C	3,400	4.0	18	172	95												
SUPERFRIENDS: SUPERPOWERS	8:30	30	SAT.	A	2,720	3.2	18	197	97												
SUPERFRIENDS: SUPERPOWERS2	8:00	30	SAT.	A	1,700	2.0	16	192	97												

Δ Partial time interruption within program.

- Excludes delays which occurred after the week covered by this report.

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